

Approved on 11.08.2011

Wheaton Urban District Advisory Committee (WUDAC)

Meeting October 11th, 2011

Mid-County Regional Center - 2424 Reddie Drive, Wheaton, MD 20902

Members Present: Jeannette Feldner (chair), Marian Fryer, Matt Barry, William Moore, Janet Yu, Linda Amendt, Jim Onder, Devala Janardan.

Members Absent: Ken Nelson

Staff Present: Ana Lopez van Balen, Director, Mid-County Regional Center
Pete McGinnity, Wheaton Redevelopment Program
Joe Callaway, Wheaton Urban District

Guests: Henriot St. Gerard, Resident
Esther French, Patch

Call to order: Chair, Jeannette Feldner, 5:05pm

Motions: Minutes were approved—motion 1st by Matt Barry, 2nd: Janet Yu
Recording Secretary Nomination and backup discussion.

Community Concerns: Sidewalk trip hazards along University Blvd. Joe Callaway will follow up with State Highway Administration.

Chairs Report: WUDAC Purpose discussion: to advise the County on Wheaton Urban District. Agenda, brainstorming session added at the end of the meeting with possible follow up with a retreat.

Mid-county Director's Report: Report focused on the following topics.

- Relationship Building
- Revitalization
- Business Online
- Aggressive Towing
- Chamber Involvement: unite efforts
- Redevelopment, Retail, Costco
- Wheaton Sector Plan, Existing

Redevelopment report: see attached.

Marketing report:

- World of Montgomery taking place this weekend.
- Matt Barry suggested pushing Wheaton as a Holiday shopping destination with at least decorations or an event.

Westfield report:

- Construction for H&M, Ana Mendez University, Elevation Burger, Sportszone, Cyberion Cellphones, Nail Bar, Ruby Thai, Shoe Dept, Body Central are all going as planned.
- Party City and Panera are now open.
- Macys/JCP/CVS/Giant stores doing real well
- Food, Shoes, Beauty, Cellphones trading well
- Food Court sales are \$1,150 per sf.
- Ana Mendez University representatives have set up temp office in South Office Building and have been meeting with State and County officials and recruiting students.
- The mall will open at Midnight on Black Friday.
- “Stimulate Your Career: Fall Career Event & Job Fair” being held on 10.20.

New Business: Brainstorming Session

What should WUDAC's mission be?

- Promote Wheaton as a Destination for Restaurants, Arts, and Culture
- Help draw new businesses including mini-brewery, movie theater, pizza place, etc.
- Help Businesses prosper by encouraging county council to create or modify legislation
- Encourage business improvements including signage, façade changes, etc.
- Become a liaison for WRAC, Chamber, Local First, LEDC, Green Wheaton and other Wheaton and County organizations and be the voice for organizing/advocacy.
- Help promote small business education
- Advocate for way finding in Wheaton
- Try to provide outreach to business—create a unified plan
- Encourage holiday decorations
- Obtain information on what businesses want. How can we achieve what they need?
- Work towards creating a vibrant community both day and night
- Encouraging police presence and support
- Be an advocacy voice with local leaders
- Create an email database conglomerating
- Recruit people for committee's
- Create a Retreat
- Walking Tour suggestion

Meeting Adjourned: 7:00pm.